

# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

## **Search Engine Optimization:** **An Essential Internet** **Marketing Tool**

P.11

Mae Singleton



**Gadgets - interviews**

**Products - Q and A**

Christina Copeland



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Chris Silver Smith



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Aidan Beanland



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Welcome to our **MARCH 2014 Issue** of “Making Web Money” Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. ***This month we have MORE great articles and personal insights for you.***

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For those readers having some viewing problems with the **Online Version** of "Making Web Money" to make reading more convenient there are now **Free available PDF downloads**. I hope you enjoy this month's issue of the magazine, and as always please email me if you have any comments, contributions or feedback.

## Harry Crowder

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## Making Web Money

## Online Marketing Magazine

Editor Harry Crowder

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## Contributors

Various experts in their fields

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## What is the easiest way to create an iPhone app?

I have a windows computer, and I want to know how to design, create, and program my own iPhone app. Is there a software that can do this on windows. I know that Xcode is confusing and is only for macs. I want to create an app as easy as possible. I don't want to put it in the actual AppStore, but I just want it on my iPod touch.-Jenny.

*Generally speaking you are going to require the use of a MacBook or iMac to create your App. You'll need to learn Objective C, or use one of the App creation services like AppMakr.com. -Ed.*

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## What is Offline Marketing?

I keep hearing about it, but can't really find out what it is? - Connie.

*Offline marketing is the opposite of online marketing. Online marketing is marketing/advertising done over the internet. Offline marketing is the traditional methods of marketing such as television/newspaper/magazine adverts, posters, jingles, etc. -Ed.*

## What is the best way to design a website so that someone with no html skills can update and edit it?

I usually use Dreamweaver for web design, but it needs to be more simple than that. A client wants to be able to make small changes and add info to the site himself in the future. Any suggestions for software or an online service that would give me design freedom and control, yet be easy for him to edit? It would be best if it is cheap or free and it has to be able to run on a mac and a pc. Thanks in advance!. - Ken.

*For this type of setup, you really can't go past Wordpress. You setup wordpress, do the initial design for your client and then give them the information to access the backend, and show them how to create pages and posts.. -Ed.*

## Press Release Software



**Did you know:** Six in ten online Australians have used the internet while watching TV; more than one third do it on a daily basis – Nielsen, Australian Online Consumer Report



# MWM what's on



**The Rise of the  
Marketing  
Technologist –  
Senior Leaders'  
Roundtable**



**MAR**  
**5**

We're bringing together a small number of senior leaders to explore this challenge, discuss the experiences you're facing and look at the skills leaders need to adapt to this increasing technology focus.

Hosted at No5 Cavendish Square, this roundtable will bring together a core group of those leading digital marketing, giving you the opportunity to discuss the challenges and opportunities of this convergence of marketing and tech.



**MAR**  
**26**



**Digital Cream  
B2B London**

Running alongside Digital Cream London, Digital Cream B2B is an exclusive invitation-only roundtable event for senior client-side B2B marketers to learn from each other about the latest best practice, and discuss the reality of what's working and what's not.

This is not your average one way conversation B2B conference. Digital Cream B2B is a unique opportunity to air specific challenges faced by B2B marketers.

## what's on



**Content  
Marketing  
World Sydney**



**MAR**  
**31**

Don't Miss the Content Marketing Event of the Year!

Content Marketing World Cage Match

We are so happy you have decided you want to be a part of Content Marketing World Sydney. There are a few ways you can participate in the event both in person and online.

## CMO SUMMIT

**When: March 6, 2014  
Where: Denver, CO**



What is the CMO Summit?

CMO Summit will help marketers elevate their businesses with sessions to help stand out in the market place and have their message heard.

HupSpot's Kevin Linehan, a marketing expert who specializes in strategic, creative and inbound marketing, will be hosting three 30-minute sessions at TEX West. Marketing executives of the telecom community are welcomed to attend any of the CMO Summit sessions, which will be located on the 4th Level in the "Champions Club" at Sports Authority Field at Mile High. Each session has limited seating, to insure a high level of personal attention and focus on your company's brand objectives.

12 PM - 12:30 PM: Inbound Marketing: What is It and Does It Work for Telecom?

- Marketing has changed - how?
- What to think about & how to make it all work together
- Telecom industry buyer behavior - is it working? who is taking advantage? How to level the playing field

1 PM - 1:30 PM: The Value of Corporate Content: Creating a Content Buzz in Today's Telecom Landscape

- Talk about importance of content and WHY it's such a big deal
- Why this isn't some bubble that will burst
- Blogging - incredibly important, but what ELSE can one do to create content and engage an audience

2 PM - 2:30 PM: Is Your Content Relevant? Differentiating Your Target Audiences With Today's Technology

- Who are your audiences within the telecom vertical?
- How do you interact with them?
- How well do you segment that audience and the messages you send
- Where does technology play a part?

“

Quotable:

**“Computers make it easier to do a lot of things, but most of the things they make it easier to do don't need to be done.”**

**- Andy Rooney**



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## B2B EMAIL MARKETING TRICKS OF THE TRADE

After sharing email best practices for small- and medium-sized businesses, I thought the underrepresented B2B email community deserved a spotlight on it.

B2B (business to business) email marketing doesn't get nearly the attention as big consumer email programs but it is often where the most innovation is taking place. In a two-part series, I will look at eight ways to make a real impact on the bottom line. After all, that's what exceptional B2B email programs are all about.

1. Email subscribers spend more than your other customers. Well, they should. After you leverage email and marketing automation, you hopefully are touching your customers more frequently and in a more strategic fashion. We have helped most of our clients not just get more incremental revenue from email subscribers but measure that. Most CMOs and CFOs really like the measuring part.
2. Ensure your creative doesn't suck - \$1 million lift. Most B2B email programs typically have a lot to be desired when it comes to creative. In fact, even smart business-to-business email campaigns I see fail on the creative. They are often long direct mail lookalikes that place the call to action at the email's bottom - the part that no one will read. B2B email creative isn't like B2C. In B2B, the goal isn't to sell the widget via email but to keep the relationship moving forward, stay top of mind, and differentiate your product or service.

One of my agency's clients will see over one million in additional sales by optimizing templates that we made. These weren't just front-end tweaks to make it look cute. Changes were driven by better coding as well as data-driven decision making and testing.

I like how Cisco WebEx trial conversion series (with a sample below) highlights different features over the course of several emails or so rather than try to cram all of them in one email. This email is clean yet provides a nice tip, some actionable items, as well as pricing and buying info. The casual note at the end ("BTW, have you downloaded the 'Getting Started Guide?") makes it seem less like an automated message and more like a personalized and (more importantly) helpful tip.

3. Why the landing page is as important (maybe more). Ah, the landing page. Quite often it should be viewed as the no man's land of digital marketing. Many digital agencies let their rookie designer cut their teeth on their brand's dime. However, this approach can often make or break your email campaign and sometimes your B2B email program.
4. Landing pages are wonderful vehicles when designed appropriately. They should be the continuation of the email's purpose and should offer value in exchange for a more specific relationship/sales opportunity. For example, tease the brand new and exclusive white paper in the email and give it away on a well-designed and user friendly landing page where more profile data might be acquired or even better a sales call might be arranged.  
Use segmentation and personalization. One head of marketing recently told me she considers her email program a precision marketing platform and that is what B2B email marketing is when properly executed. Dynamic campaigns that customize the content based on a user's profile dynamically sent from a local sales rep (with the headshot varying based on each subscriber's profile) help bridge the gap of what I often hear many B2B campaigns complain of - being cold, too corporate, and bland.

## FACEBOOK ACQUIRES WHATSAPP IN \$19 BILLION DEAL

Facebook will acquire smartphone-messaging app WhatsApp for a \$19 billion cash-and-stock deal. The move pushes the social network further into the fast-growing mobile messaging market.

Under the agreement, Facebook will pay \$4 billion in cash, as well as \$12 billion in stock for WhatsApp. To close the deal, the social network also offered an additional \$3 billion in restricted stock units to be granted to WhatsApp's founders and employees that will vest over four years subsequent to closing.

Whatsapp has grown exponentially since its launch in 2009. The service has about 450 million users and is adding more than 1 million new users every day.

According to a statement from Facebook announcing the deal, the acquisition supports the social network's and WhatsApp's shared mission to bring more connectivity and utility to the world by delivering core internet services efficiently and affordably. The combination will help accelerate growth and user engagement across both companies. "WhatsApp is on a path to connect 1 billion people. The services that reach that milestone are all incredibly valuable," said Mark Zuckerberg, Facebook founder and chief executive.

Zuckerberg has been trying to get into the mobile messaging market for a while. The company offered to buy Snapchat for \$3 billion last year, but the photo messaging start-up declined the offer.

WhatsApp will continue to operate independently and retain its brand, while co-founder and CEO Jan Koum will join Facebook's board.



Quotable:

"Computers are magnificent tools for the realization of our dreams, but no machine can replace the human spark of spirit, compassion, love, and understanding."

-Louis Gerstner

# SEARCH ENGINE OPTIMIZATION: AN ESSENTIAL INTERNET MARKETING TOOL

By: Mae Singleton

*The higher ranked your site is on the search engines algorithm, the greater is the number of times it will appear on top in search results and thus have more traffic.*



An important component of internet marketing is SEO or search engine optimisation. SEO deals with making your site more relevant to the search engine. It can improve your website rankings for a well-researched group of keywords over a period of time as it deals with how search engines work and what keywords people use frequently.

The search results of any search engine such as Google, Yahoo, Bing etc contains the results and local listings in the order the search engine considers to be most relevant. The higher ranked your site is on the search engines algorithm, the greater is the number of times it will appear on top in search results and thus have more traffic.

Search engines send a spider to crawl the web. It follows link from one page to another and indexes everything. However, the spiders can only detect the text of a website, so if your website has more images, videos etc with little text then there is little possibility of it being read by the spider. After crawling, a page is indexed. A keyword is assigned to a page and it is stored in the database. When you search something, the search engine will compare the searched string to its indexed pages and comes up with the matching results. However as there may be millions of pages having the search string, search engine will calculate the relevance. For this there are various algorithms that consider many parameters.

SEO gained attention in mid – nineties in internet marketing when the site content administrators started recognising the value of ranking high in search results. Earlier, all the webmaster had to do was to submit a link of the website or webpage to search engine. The search engine would then send a “spider” to crawl the page i.e. extract information about the words on the page, further links and the location of the page into another program called indexer. However the keyword provided by webmaster may not be an accurate representation of the site content. So the earlier search engines did not provide reliable results.

Now a days major search engines such as Yahoo, Bing, Google have search engines considering hundreds of factors in their search algorithms to provide the most relevant information related to a search.

A good search engine optimisation is therefore an essential tool in internet marketing. It is critical to getting your site show up in search engine results.

## INTERVIEW: RUSLAN KOGAN ON SOCIAL MEDIA, ENTREPRENEURSHIP AND HOW STARTUPS CAN SUCCEED

By: Alex Pirouz

Ruslan Kogan is one of Australia's most visible and colourful business people.

After completing a Bachelor of Business Systems at Monash University, Ruslan had, by the age of 23, worked at the IT departments of Bosch, GE and Telstra, and been a management consultant at Accenture.

He started Kogan in his parents' garage with zero external funding or capital, and has gone on to build a multi-million dollar (and growing) online business, manufacturing and selling consumer and household technology. Kogan is one of the fastest growing companies in Australia, and is now international with the launch of Kogan in the UK in November 2010.



### Quotable:

**"A computer lets you make more mistakes faster than any invention in human history - with the possible exceptions of handguns and tequila."**  
-Mitch Ratcliffe





*When other budding entrepreneurs ask me what the best advice I've ever received is, I always tell them: "Nike has been printing it for years. IUST DO IT!"*

In this Q&A interview with Alex Pirouz, he talks about the elements necessary to be successful in business, the power of social media, and entrepreneurship.

Q: Ruslan, you went from starting a business in your garage to now running a multi-million dollar organisation. Can you share with us what your journey has been like?

A: The growth from my parents' garage in Elsternwick to a multi-national brand has been a tremendous one. It hasn't been without its challenges, but putting my surname on the products meant I had more than just all my savings at stake. Quitting my well-paid job to start Kogan was always a risk, but it paid off.

Q: In your opinion, what has been the most contributing factor to your success?

A: Having the conviction to turn an idea that everyone told me was crazy into an operational business. Lots of people come up with great ideas all the time but not many actually go through with them. When other budding entrepreneurs ask me what the best advice I've ever received is, I always tell them: "Nike has been printing it for years. JUST DO IT!"

Q: What is the hardest thing about launching a company from conception?

A: People talk a lot about finding capital to start their business. If you have a great idea, the money will come from somewhere. The single greatest challenge when turning an idea into a business is having the drive and conviction to do what Nike has been printing on t-shirts for decades: Just Do It.

Q: What was the main reason why you started your own business, was it to make money, change the industry etc?

A: I'm a geek at heart and really wanted to make the latest technology more affordable for everyone. Now that we've done that, it's the competition that gets me out of bed in the morning. I'll never get tired of shaking up the industry and forcing the big brands to try and compete with us on price.



Q: Where do most entrepreneurs go wrong and why?

A: I don't think an entrepreneur can go wrong. If you are an entrepreneur you are someone who has invented a new way of doing business. Even if that business fails, you did actually invent something.

Most people fail because they don't become entrepreneurs in the first place. They might have a great idea, but never turn it into a business.

Q: In your opinion, what is the main reason why most businesses fail?

A: Charles Darwin said it best: "It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change." A lack of innovation and keeping up with their industry is what causes the demise of most businesses.

Q: What has been your most effective marketing tactic or technique?

A: The most effective marketing technique has been building and fostering a loyal online community around the Kogan brand. We have hundreds of thousands of loyal fans around the world that we are in constant conversation with over email, through the Kogan blog, Facebook and Twitter. The most important thing for Kogan is to not only use these communication channels to broadcast or listen, but to actually converse with our customers in meaningful dialogue.

Q: Is there a particular marketing method you believe is the most effective in business nowadays?

A: Any marketing activity where you can accurately measure the return on investment is one worth considering. Too often, companies throw money down the drain with marketing activities when they have no idea how much money they will make from it. At Kogan, we will only ever spend money on marketing if we know for each cent we spend what we will likely make in return.

Q: How has social media, the information age and an increase use of the internet changed the face of how we do business?

A: Social media has done the equivalent of giving every single person in a shopping centre a megaphone. If a customer is unhappy, they'll no longer grumble about it under their breath or just tell their friend. They will tell the world. The same goes for happy customers. For some brands this has resulted in some tremendously negative exposure on social media. Because of our tremendous product and service, the feedback about the Kogan brand on social media has been overwhelmingly positive.

Q: What three pieces of advice would you offer entrepreneurs starting out today?

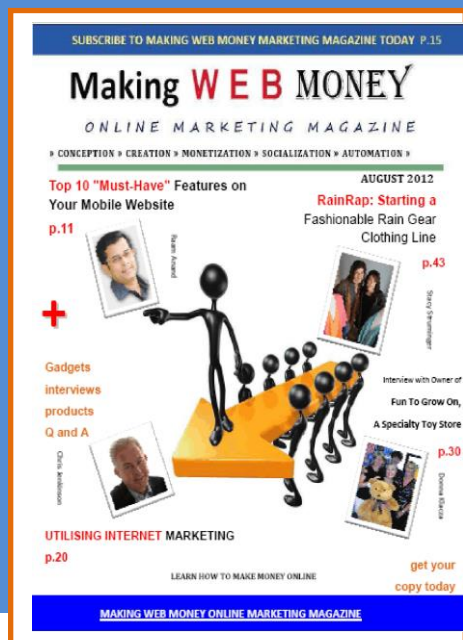
A: Don't worry if people tell you your idea is crazy. This probably means you're on to something. If your business challenges the status quo, you're more likely to succeed. Just do it. Don't waste time sitting on your idea, because if you do, someone will probably beat you to the punch.

Take risks. Being an entrepreneur is about throwing caution to the wind. I had to quit a well-paid job to start Kogan, much to the dismay of friends and family around me. But taking big risks can pay off. Just ensure they are calculated risks.

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# MWM ask the expert

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## INTERVIEW WITH LOCAL SEO EXPERT CHRIS SILVER SMITH

By: Nick Stamoulis



Recently I had the chance to interview local SEO expert Chris Silver Smith. Chris is the President of Argent Media, a Dallas based search engine marketing company. Chris also serves on the board of advisors for Universal Business Listing and on the SEO advisory board for FindLaw, a Thomson Reuters business. Chris also writes for the Local Search column at Search Engine Land. He also speaks at SMX conferences.

Thanks so much to Chris Silver Smith for spending the time to answer all of my questions!

*Focus on ways to inspire users to link to you, rather than trying to force links – use “pull marketing” rather than “push marketing”.*

Did you know:



Time spent accessing mobile internet continues its upward trend: 4.2 hours per week, up 20% from 3.5 hours in 2010 – Nielsen, Australian Online Consumer Report



# MWM ask the expert

**Question: You worked for Superpages.com back in the day. Did you ever imagine local search evolving into what it has become?**

**Answer from Chris Silver Smith:** At the beginning of my employment at Superpages back in 1997, none of us quite realized the nature of the massive paradigm shift that the internet brought! Although we were working on the web version of the Yellow Pages, we all thought of it as a cool new additional option to using the printed directories – not an absolute replacement. Once the internet evolved to allow speedier connections, continuous connectivity and mobile/wireless options, it became very clear very fast that the YP book usage was going to drop dramatically.

Further, I never would've imagined that local search would continue to be so diverse and spread out among a great many sites, apps and search engines. I remember hearing Justin Sanger lecturing to audiences at conferences back in 2004 or perhaps earlier about the fractured nature of local online marketing, and that situation hasn't really changed, although Google Maps and Bing/Yahoo now have a very large market share in terms of usage.

As a strategist, I always work to try to logically plot out the most-likely paths for tech development in order to predict outcomes and recommend directions for companies. As things currently stand, the fractured nature of local online marketing is going to continue, and there's no clear front-runner that will absolutely vanquish all other local information competitors. Google Search and Google Maps continue to have a huge degree of market share, but they have failed somewhat in evolving into the end-all/be-all of local information providers, necessitating that consumers must still use numerous sources to obtain info necessary to find and select businesses that meet their needs. It's still possible for a company to come along and deploy a disruptive technology that might grab consumers.

**Question: What's your advice to local site owners that are running scared from Penguin?**

**Answer from Chris Silver Smith:** Obviously, if you have clearly been penalized, you need to try to fix your situation and get into compliance with Google. For site operators who are not heavily experienced with SEO, they really need to call in an expert to help them clean up links.

Looking forward, you can't go too far wrong if you're working to continuously publish good, high-quality content, and focus on users. I've used conservative practices around link-building for many years at this point, and my research sites really have never been impacted much by the big spam-fighting search engine updates. Focus on ways to inspire users to link to you, rather than trying to force links – use “pull marketing” rather than “push marketing”.

Also, social media development is a great way of building your influence – with search engines as well as with consumers – and, it has the added benefit of helping to reduce your dependency on any one channel for leads.

**Question: Could a business ever run out of local link building opportunities?**

**Question: How could a business take full advantage of a local news site like Patch.com?**

**Answer from Chris Silver Smith:** Posting intelligent and helpful comments about articles related to your industry can be an effective means of entering the conversation. However, one needs a great familiarity with online interactions and some sensitivity about not being an advertising robot when doing it, or it will be counterproductive. Naturally, you should make sure your business is showing up in your local Patch's directory, and if it isn't, add your listing.

If Patch ranks well for local news searches, it might be a good place to actually advertise, in order to have a more optimal listing – it's a good source for local citations.

Look for active Patch community editors for your area, and contact them to see if they would write an article about your business. Consider offering free products or services if they'll write a review of you, and do not place restrictions (such as, do not offer a freebie in return for only a positive review, or it could bite you).

If your business is involved in events, get those events posted to Patch, too.

**Question: If your address isn't in the center of the city do you have any chance of dominating local SERPs?**

**Answer from Chris Silver Smith:** Yes, but you need to be working on traditional promotion in addition to purposefully pumping up your online presence. It requires hard work, but it works.

**Question: How can a business in a major metropolitan area like Boston or NYC stand out in local search?**

**Answer from Chris Silver Smith:** Absolutely! But, with the competition of a large market area, you may need to step up your game in every aspect of your business. Ask yourself if you deserve to be in the top 7 or top 10 businesses in your vertical for your area. Your product/service had better be top-notch, as well as your customer service! Are you in one of the more popular, more-used areas in the city? You must also look to trying to promote yourself in every channel you can possibly stretch to include – are you: blogging, Tweeting, Facebooking, Instagramming, Flickring, PPC advertising, SEOing, Grouponing, Couponing, and participating in local charity events and local festivals? Amp up your buzz as much as possible to try to drive your way up the ladder in local search! Don't expect to accomplish it all for free, on-the-cheap, without taking an ongoing interest and without performing ongoing activities.

For highly competitive markets, local search optimization is not likely to be a situation where you can set-it and leave-it while expecting it to perform optimally.

**Question: What should a site owner do if they come across a local business listing they didn't create?**

**Answer from Chris Silver Smith:** Once you're listed in a few online business directories, you should expect your listing to get replicated across the net. If you can claim and improve the listing further, you should do so. It's only if the listing has inconsistent or incorrect information that you really must work to try to get it fixed – incorrect/inconsistent listing info can impair your rankings in search, and if it's wrong in one place the chances of that error spreading are very high.

**Question: If a business has multiple locations in different cities is it better to create entirely new website for each location or just create a location page on the main company site?**

**Answer from Chris Silver Smith:** Creating good location pages for each place where you have a store is the best approach in most cases. Some hotel chains create separate sites for each place, or separate subdomains for each, but that's likely to be prohibitively expensive for SMBs. Just creating good, robust profile pages on your site for each location will accomplish everything you need.

**Amp up your buzz as much as possible to try to drive your way up the ladder in local search! Don't expect to accomplish it all for free, on-the-cheap, without taking an ongoing interest and without performing ongoing activities.**

**Question: What advice do you have for local businesses like plumbers or contractors that aren't limited to a set zip code? How can they target multiple locations with their SEO?**

**Answer from Chris Silver Smith:** *Quite a lot of companies attempt to game the Google system with woefully insufficient sophistication. Doing that will cost you too much, because the risk of penalty is too high!*

*You can rank without an address and by selecting to not display your address and setting the "service area" for your business. You really must do all the things necessary to promote the business and perform very good Local SEO to accomplish it.*

*Keep in mind the advice I gave above for what businesses must do to stand out in a major metro area – even in smaller towns, there can be dozens or hundreds of plumbers or contractors – why should your business stand out above the competition? What makes you special enough to stand out in a list of the top 7 or top 10? You will need to push your promotional activities in order to stand out – that means investing, either by expending your time consistently to do it yourself, or by hiring a professional to do the local SEO gruntwork.*

**Question: What's the difference between a link, a citation and a review?**

**Answer from Chris Silver Smith:** *Technically, a link and a citation and a review could all be "citations" in Google's eyes. Google's original PageRank algorithm was based upon the idea that the relative importance of any type of thing could be calculated by how many times people refer to that item. They first demonstrated this by ranking scientific research papers – research papers always cite other previous research papers which influenced the work, so Google's founders recognized that these citations could be counted up – research papers that were mentioned in the references of other research papers more were therefore more important.*

*Applying this same logic to the internet, Google's founders said that links were a sort of citation, and they calculated pages' ranking weights, a.k.a. "PageRank", based off of the numbers of links pointing to them along with the relative importance of the pages linking. Later, a similar ranking algorithm was developed for local businesses using the concept that whenever someone mentions an identifiable element of a business, it could be considered to be a citation of the business. So here are the differences for links, citations, and reviews when we talk about local search marketing:*

*Link – a link is any time that someone posts a hyperlink pointing to a webpage on the internet. Hopefully, the link is pointing to your business website or one of your social media pages! Links are still influential in Google's ranking algorithms – in regular keyword search results, in local search results and in Maps searches.*

*Citation – a citation can be any time someone mentions your business name along with your phone number, and or your business's address.*

*Review – many online business sites including Yelp, Google, Superpages.com, YP.com and others, allow one to review businesses. Reviews and ratings can obviously affect your "conversion rate" (a.k.a. whether someone chooses to become a customer), but the rating values – whether good or bad – don't directly affect local rankings. Since a review will be a mention of your business, it can be counted as a "citation". And, the numbers of reviews can be an indicator of popularity in the Google algorithm, so remind or encourage your favorite customers to review you online.*



**Question: How important are reviews for local SEO success?**

**Answer from Chris Silver Smith:** *Having the number one ranking will not serve a business very well if it's paired up with a low rating like one star, obviously. So, reviews can hurt your promotional performance. For some industries that people more frequently rate, like restaurants and hotels, reviews and ratings may be table-stakes for achieving good rankings in Google, since the search engine could opt not to rank a business with few-to-no reviews compared to others with more. Having reviews added continuously over time is an indicator of relative popularity – so, depending on the industry, they may be very important.*

**Question: How can owners tie social media into local SEO to help promote their business?**

**Answer from Chris Silver Smith:** *Most local businesses set up social media accounts and then leave them to stagnate, which does nothing. Another "sin" is to be overly self-referential or overly self-promotional – which grows old quickly. Actively invite your customers to connect with you, to interact with you, and also post things that are not all about you and your business. Retweet or share items that would be of high interest to people in your area – major news events and interesting stuff posted by the most popular people in your area. Once in a while, reward your social media followers with discounts or special offers – have a night where your store is empty and social media can be a great option for filling the place up with more customers and more sales!*

**Question: What do you say to local business owners that aren't worrying about mobile SEO?**

**Answer from Chris Silver Smith:** *If they have Google Analytics set up with their website, they're likely to be able to see an increasing trend of mobile visitors over time. That alone should be an indicator that mobile must be considered a necessary part of the mix.*

*Regardless, mobile is important, particularly in the presentation of your website information – optimizing for good display is a major piece of mobile optimization, along with all of the factors that work well for conventional SEO. For local businesses, hours of operation may be a very important factor to include with the site and with business directory profiles for mobile optimization, too*



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# INTERNET MARKETING TECHNIQUES FOR YOUR BUSINESS

By: Leona Anderson

Internet marketing refers to using techniques online to increase the sales of your company. Whether you are fully online company, partly online or totally offline, internet marketing refers to techniques such as placing banners, ads on other websites or creating your website to provide greater visibility to your business and thus increase your sales.

It can imply one or more of the following:

1. Create your website: You can create your website providing information about your business. You may provide details of the products or services offered by your company, regular updates n latest features incorporated etc. You can also conduct business online, such as online selling.

2. Search Engine Optimisation: An important component of internet marketing, it entails increasing your company's chances of showing up in the organic search results of popular search engines. The higher ranked your site is in the search results, the more is the probability of people visiting your sites.

*The higher  
ranked your site  
is in the search  
results, the  
more is the  
probability of  
people visiting  
your sites.*



3. Purchasing Pay for inclusion listings on various websites. This is like yellow pages where you pay for your company's name to be published in the list.

4. Sending mass e mails much like traditional mail marketing techniques. The email addresses may be purchased from another provider. You may send out mails detailing your company's products to potential customers.

5. Placing ads on other websites. The websites will charge you of course. Liken it to placing ads for your firm in a newspaper,

6. You can also write articles about your company and publish them in syndicated articles websites. These articles can be republished provided all the links are maintained and thus can spread over the internet.

7. Latest in internet marketing is the social marketing which involves creating your company's pages on major social networking sites and updating them regularly.





# BENEFITS OF INTERNET MARKETING

**By: Henry Washington**

Internet marketing refers to using techniques online to increase the sales of your company. There are various ways to do so – create your own website, place ads on other websites, go in for search engine optimisation, send e mails, regular updates of your company on various social networking sites etc. Online or internet marketing is now the preferred mode for advertising your business even if you are a pure offline company. Here is a list of benefits of internet marketing:

1. It certainly costs less to place your ad online than in a newspaper.
2. You can market yourself in various social networking websites for free.
3. Using online marketing techniques, you can easily track the number of visitors from any link or website. You can track whether your advertisement is really effective or not.
4. You can set up interactive ads, input queries or even incorporate games. You can let the visitors follow your company's profile on any social networking site.
5. The coverage is vast. You can reach any geographical area.
6. You can start running your ad almost instantly once it is okayed. You will not have to wait for the publisher's schedule. Similarly, it can be updated or changed in a very less time.
7. You can target selective audiences. For example it may be displayed in a particular area or to particular users. It may even be modified according to the user's preferences.

Before the advent of internet, ARPANET banned any commercial use of the net by for-profit organisations. That was in 80s. Today internet is an effective tool to market your business. Whether you are a home based company or a large company, online presence is a must. Considering the vast reach of internet, you are not in the game if you are not online.

***You can set up interactive ads, input queries or even incorporate games. You can let the visitors follow your company's profile on any social networking site.***

# MWM gadgets & toys

## Oculus Rift Crystal Cove

The Oculus Rift is one of those prototypes that just keeps getting better and better each time we see it. This year, Oculus showed off their new prototype, the Crystal Cove. This new hardware takes care of nearly all of the problems I noticed with the original—most notably the motion blurring, the resolution, and the lack of head tracking. Now armed with a camera that tracks the movement of your head in space (think Kinect here), the Oculus Rift's experience is now that much more immersive. I can't wait to see what Oculus ends up shipping customers—all I know is that it feels like it's



<http://www.pastemagazine.com/>

## LG's Curved TV

The whole curved screen shtick has quickly become the great gimmick of 2014—that is, until LG showed off its 105" OLED 4k TV that just happened to have a nice flexible display on it. The curvature to this massive, gorgeous television feels just right—and unlike the curved displays on their smartphones, actually enhances the experience. This might be another product that won't be hitting Best Buy shelves anytime soon, but that doesn't take anything from the fact that LG has made an immersive and interesting television.



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# You want it

Go on splurge – you deserve it. It's time to spend your hard earned cash.

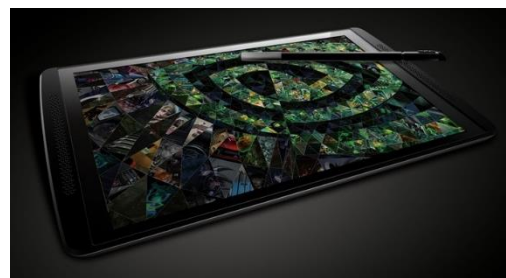
## JAKKET MAKES IOS CABLE MANAGEMENT

If your iOS charging cables become tangled mess when you carry them in your coat or bag while away from your desk. You might be interested in a new device called the JAKKET which has been created specifically to keep iOS charging cables neat and tidy, and even allows you to charge your iOS device while keeping your cable out of harm's way.

<http://www.geeky-gadgets.com/>



## NVIDIA TEGRA NOTE 7 4G LTE TABLET UNVEILED FOR \$299



Nvidia has today launched a new version of their Tegra Note 7 that they have now equipped with 4G LTE connectivity. The Nvidia Tegra Note 7 4G LTE tablet will be launching in the second quarter of this year and will be priced at around \$299.

As well as 4G LTE connectivity Nvidia explains that the new version of the Tegra Note 7 tablet will also support HSPA+ connectivity on bands serviced by "popular carriers across the world" and will ship with Google's Android 4.4.2 KitKat software.

To recap the Nvidia Tegra Note 7 4G LTE tablet is powered by a Nvidia's Tegra 4 quad-core ARM Cortex-A15 processor and is equipped with a 7-inch HD IPS LCD touch display offering users a 1280 x 800 pixel resolution.

Together with 16GB of internal storage and a microSD card slot for an additional 32GB of extra storage if required. Cameras on the tablet include a 5 megapixel front facing camera together with a 5 megapixel rear facing camera and a Micro HDMI connector for connection to HDTVs. A stylus is also included that comes equipped with both a 'chisel' and 'brush' tip for use with different applications.

<http://www.geeky-gadgets.com/>

Did you know



97% of those using social media sites – use Facebook. Year on year usage of LinkedIn grew from 9% to 16%, whilst Twitter usage grew from 8% to 14% – AIMIA Yellow Social Media Report

## Feature Article .

# WHAT YOU NEED TO KNOW ABOUT PAY PER CLICK MARKETING

By: Terrell Lawson

Apart from SEO or search engine optimisation, another popular internet marketing technique is **Pay Per Click** marketing. When you run a query in any popular search engine such as Google or Bing, you will see some listings under Ads or sponsored links. These are links of companies who have participated in an auction and have competitive biddings with content most relevant to the search string or keyword. When a user clicks on these ads or sponsored links, the search engine charges the website owner the auction amount.

A carefully designed pay per click program can increase traffic to your website. But you will need to keep track of keywords you need to bid on, the number of people who have clicked your link & how many were actually converted to business and of course the charge per transaction.

PPC implements the affiliate model .i.e. providing financial incentives to affiliated partner sites. The financial incentive is usually a percentage of revenue. The affiliates are the sites where your website's link is displayed. If an affiliate doesn't generate traffic to your site, you don't pay anything.



You can either have a flat rate PC where you pay a flat rate for each time your link is clicked on. You can also have bid based PC where you compete against other bidders and quote your rate. Every time a user clicks on the ad spot, the auction plays in an automated fashion charging the highest bidder.

As you can see from above, an important point of consideration in pay per click marketing is determining which affiliate or partner sites are generating traffic to your site and how much. There are many software available to do this but you may have to verify their reliability first. Alternatively, you can hire a company to properly plan and execute and monitor your pay per click campaign.

*A carefully designed pay per click program can increase traffic to your website. But you will need to keep track of keywords you need to bid on, the number of people who have clicked your link & how many were actually converted to business and of course the charge per transaction.*

**\*\* DID YOU MISS THIS ?**

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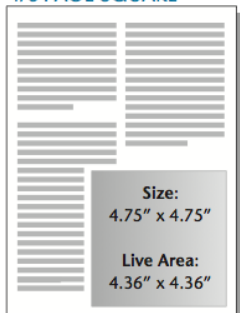
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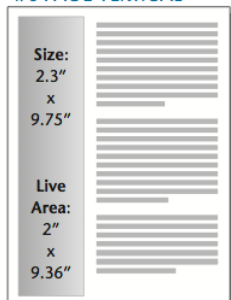
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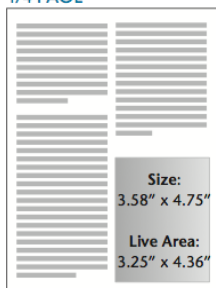
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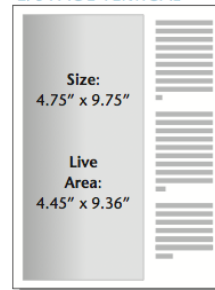
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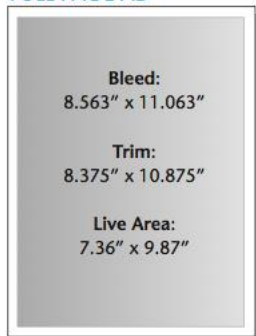
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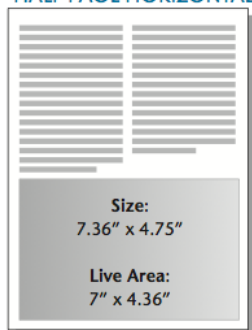
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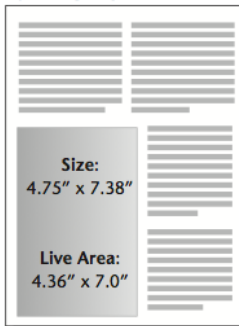
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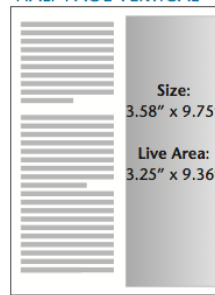
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## SAILTHRU

Sailthru aims to increase user engagement and conversion through smart data which marketers can use to better understand and respond to users in real time. This results in a personalized user experience in the form of targeted emails, for example, or a homepage tailored to an individual's interests. Sailthru's clients include Business Insider, AOL, Huffington Post and Newsweek among others. The startup recently raised \$19 million.

## OPTIMOVE



Optimove's retention automation platform leverages proprietary customer modeling technology to help marketers at online companies maximize the value of every customer. The software helps Internet businesses convert more leads, increase customer spend and engagement, reduce churn and win back more lost customers. By affecting customer behavior through highly-relevant, personalized offers and incentives, Optimove helps businesses — including clients like Conduit and GetTaxi — understand customers and maximize

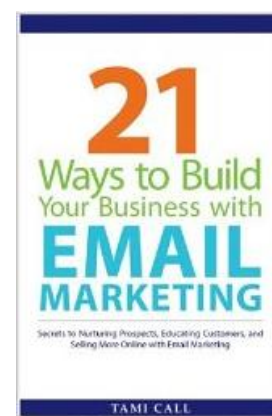
### 21 WAYS TO BUILD YOUR BUSINESS WITH EMAIL MARKETING: SECRETS TO NURTURING PROSPECTS, EDUCATING CUSTOMERS, AND SELLING MORE ONLINE WITH EMAIL MARKETING

BY: TAMI CALL

Are you interested in being more strategic with your email marketing? Do you sense that there is more you could be doing with your email campaigns? Can you imagine building a fully automated email marketing system that nurtures your prospects, follows up on sales, segments your customers, and continuously builds your business, all without you lifting a finger?

Then 21 Ways to Build Your Business with Email Marketing is for you!

21 Ways to Build Your Business with Email Marketing reveals what top marketers (and especially Infusionsoft users) know about email marketing--how to design campaigns with a specific business objective in mind and how to automate the business building strategies at the core of every successful email marketing system.



### MARKETING BLUEPRINT FOR THE WORLD WIDE WEB: TOP 20 RENOWNED STEP BY STEP STRATEGIES TO GROW YOUR ONLINE BUSINESS AND SURGE AHEAD IN TOUGH TIMES!: WRITTEN BY A BUSINESS STARTUP GENIUS & MARKETING GURU

BY: XAVIER ZIMMS

Marketing: the action of promoting and selling products and services. No matter what your niche is, your business will not survive without marketing. Maybe you rely on word of mouth from your most loyal customers; maybe you run a weekly ad in the Sunday paper. Regardless of your current marketing method, if you haven't tapped the goldmine that is digital marketing, you aren't doing enough to sell yourself. The digital age is upon us, with children learning to use internet resources long before they enter school.

"The Digital Marketing Blueprint" is your go to guide for the most cutting edge marketing techniques available today. Setting up a Facebook page? Edging your way into the Twitterverse? Writing an eBook? This book literally "blueprints" every step you will need to make, along with tips and tricks that even seasoned digital media pros will appreciate. Not just for beginners, "The Digital Marketing Blueprint" is the guide that anyone with a stake in marketing or business needs to have.

## Did you know:



Australian businesses received online orders worth \$189 billion in the 12 months to 2010-11. This figure is up from \$143 billion in 2009-10. – Smart UpStart (ABS Statistics)



# Azon Mobile Pro

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Did you ever walk into a store and looked at the products for sale and then while in the store took out your [smartphone](#), made a search for reviews and decided to buy it thru Amazon?

If you answered yes then that is not surprisingly as it becomes almost normal to use the store as just a way to have a look at the product but then buy it online. 90% of the [smartphone](#) users use their phone also for shopping activities and it is estimated that the purchases thru mobile devices will rise to \$62 billion over the next three years.

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Until recently you as an Amazon [affiliate](#) was not allowed to optimize your website for mobile users. But since early September 2013 Amazon decided to delete that rule from the TOS and you are now allowed to optimize your website for mobile devices.

But what if you are totally happy with the way your site looks right now?

That is where Azon Mobile Pro comes in. It is a **perfect tool** for any Amazon [affiliate](#) and by uploading Azon Mobile Pro to your site **the plugin will detect if the visitor is a mobile user. If that is the case it will display a highly optimized mobile website with inbuilt Amazon discount finder.**

**It's build 100% with mobile in mind so it's fast loading and responsive.**

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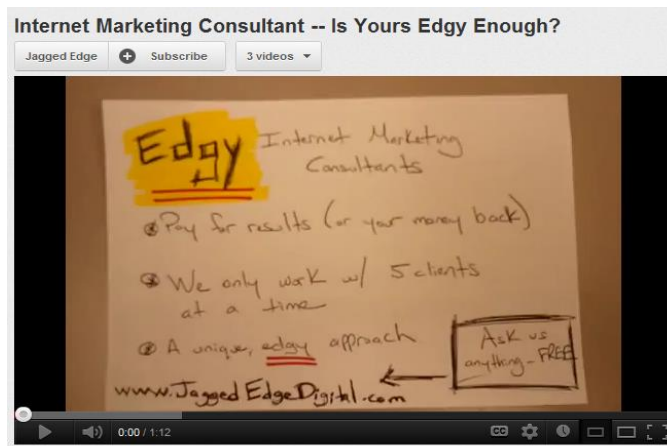
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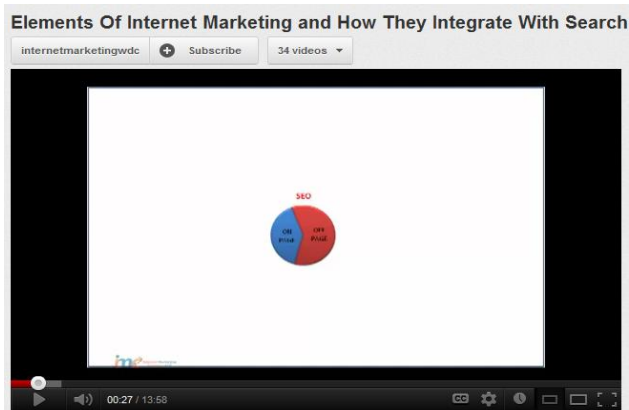
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# Things You Need To Consider When Designing Your Website

By: Roberta Weber



*Now a days people access internet on their desktops, laptops, mobile phones, smartphones, tablets, I pads etc. An optimal website design should be compatible for various nlatforms*

Creating your website is one of the most simple and least expensive ways of internet marketing. A website provides a platform for potential customers to have a look at your products or services. You can either design it yourself if you have some basic knowledge of HTML or you can hire someone who can design your website for a fees of course. Some basic feature to keep in mind while having your website designed are :

1. It should prominently display your products or services
2. Contact numbers and e mail IDs should be displayed on all pages
3. A balance between images and textual content.
4. Simple to navigate
5. Quick form fill out
6. It should work on a variety of platforms

Last point here merits attention. Now a days people access internet on their desktops, laptops, mobile phones, smartphones, tablets, I pads etc. An optimal website design should be compatible for various platforms. In technical terms, that means that you have to keep different screen sizes and resolutions in mind. You might have noticed the difference in seeing a website on a desktop screen and a small mobile screen. This is responsive web design that scales automatically , removes or alters the images and even certain features of the website. This is a much better and cist effective option than having to design a main website for desktop or la[top and another site for mobile phones.

As with any other aspect of internet marketing, web design should be such that it not only draws potential customers but also makes their experience enjoyable. They should be able to access your website anywhere any time irrespective of whether they are accessing your web site from their desktop or tablet.

# MWM Q&A

## INTERVIEW WITH YAHOO! 7'S SEO EXPERT, AIDAN BEANLAND



**Q: Tell us about search engine optimisation - what is it and how do you do it?**

Aidan Beanland: It's a process of changing your website content in order to maximise your ranking and therefore your traffic for relevant search engine queries. On a very basic level that is what it is.

**Q: And how do you decide which keywords best relate to your services and products?**

Aidan Beanland: A good way of doing it is just to objectively think about the elements of your business, whether you can divide up your business, say by categories of products or services, and find the best way to objectively describe those. Especially when you are starting up, it's a good idea to add some kind of other angle on those keywords such as your location. So if you are starting out as a physiotherapist, for example, it is unlikely you are going to rank on a search engine on the first page for a search of "physiotherapists". But if you are a physio in Leichhardt, then if you include the words "physiotherapist, Leichhardt" in your page title and body text, not only are you going to find more of the people searching for physiotherapists in Leichhardt, but you are going to get more qualified visitors and you have got a much, much better chance of ranking for that particular keyword. So it is a good idea to think about keyword phrases rather than individual keywords.

The search engines often have some good research tools. They will give you an idea of the kind of volumes of those queries that people are typing into the search engine. That will give you a relative measure of which ones are more popular.

*The best thing to do is to make sure you have got some analytics in place. There are several analytics packages available. You should absolutely have the analytics code on your page and be familiar with using those reports and that will give you a very good idea of which channels are flowing users into your site.*

**Q: And once you have decided what keywords you want to use, or what keywords are best to use, where do you put them in your site?**

**Aidan Beanland:** Well it's important that your keywords are in your page title, especially at the beginning of your page title. So with the example we had before, put physiotherapist in Leichhardt and then put the company name after that. So having [your keywords] at the start of a page title is a very good idea, as long as it describes the content on the page. You should also put your key words within the page copy itself, within headings on the page and within hyperlink of the anchor text which forms the hyperlink of links to your pages - from other sites to within your site.

**Q: And how can you tell how many page of a site have been picked up by search engines?**

**Aidan Beanland:** Ok, that's quite straightforward. In any search engine, if you just type in 'site:' and then your domain name you will see a list of pages from that domain that the search engine has indexed and on Yahoo!7 that will also link directly to a tool called Site Explorer, which gives you extra information on drilling down and seeing where those links are coming from because there are two main parts of SEO, one part is making sure your pages themselves are optimised and the other part of it is the quality and quantity of links to your pages from other sites.

**Q: How can you see how many pages link to you site?**

**Aidan Beanland:** So you can do the same with 'link:' and then your domain. That won't give you a definitive list but it will give you a good idea of the volume and some of the sites that are linking to your pages.

**Q: And what about video content? How can that help to bring in customers?**

**Aidan Beanland:** Well again it will depend on the nature of your business. So search engines really try and give searches a good mix of results, so if there is a video clip that matches the keywords that someone is searching on, or an image, the search engine will try and include that if it is relevant and helps the user find what they are looking for. So it's quite a good idea to create some video content which is not necessarily too "salesy" about the product but generally helpful, then you have a good opportunity for that video clip to float up in some search results. It just allows another type of media to attract user attention.

**Q: And what things should be avoided when building a search engine friendly site?**

**Aidan Beanland:** Well certainly avoid embedding really important text in images or in Flash. Avoid frames and avoid over-stuffing your content with keywords because you really want to appeal to your customers and get them to engage with you. If you put too many keywords in it can look 'spammy' and search engines will recognise that it has an unnatural balance of language.

Other things you should avoid - you shouldn't buy links from people with the express purpose of improving your search engine rankings. I would strongly recommend looking at the Web Master guidelines of any search engine and that will give you a better definitive list of what recommendations and things to steer away from. (just do a search for Web Master guidelines to find these in each of the search engines, or navigate your way to 'help' section of the search engines).

**Q: Can I add keywords to my pages that are invisible to users, but picked up by search engines?**

**Aidan Beanland:** Yep, that's another thing to avoid, hiding text on the page. So if you have white text on a white background, that's a very old-fashioned technique and will certainly get picked up by search engines and probably act against you. So make sure that any keywords and any text on the page is visible to users as well as search engines.

**Q: So search engines can distinguish?**

**Aidan Beanland:** They can, they look at the code and anything that is any sort of low-grade spam tactic like that - it will pick it and most certainly demote you.

**Q: And how do you know if your SEO efforts are working?**

**Aidan Beanland:** The best thing to do is to make sure you have got some analytics in place. There are several analytics packages available. You should absolutely have the analytics code on your page and be familiar with using those reports and that will give you a very good idea of which channels are flowing users into your site. You can then run a search engine report that will tell you which keywords drove users to your pages, and as your efforts increase over time and the effectiveness hopefully improves you will see more search engine referrals from a wider range of sources. The important thing - it's not just about rankings and clicks from search engines - but it's really how this affects your business. So at the end of the day you can have a number one ranking for a keyword but it doesn't drive any revenue and you really want to make sure that your efforts are geared towards your business goals. It's not worth obsessing over rankings because search engine results can be personalised for different users.

**Q: When do you stop paying for search engine ads?**

**Aidan Beanland:** Again it really goes back to you analytics. Some studies have shown that if you are number one for the organic listings, so the algorithmic results which appear in the main body of the search itself and you have also got paid ads, sometimes you will find they are more than the sum of the parts. So again it comes down to analytics. If you are finding that both those avenues do pay - like the organic search is driving customers towards you and creating conversions that you are measuring, then it is worthwhile keeping both. The key there is to experiment.

**Q: And how would you move from an old site to a new site?**

**Aidan Beanland:** Well if you are changing domain names, the critical thing there is to make sure that your pages are going to map together. So if your old page - going back to Physiotherapy Leichhardt - was ranking well, you would want to be sure that you had a new page with similar content on it. Then you would put what's known as a 301 permanent redirect on it. What that does is it tells a search engine this old address is permanently moved to this new address. It will then assign any of the previous link values and SEO strengths to the new location. So you need to make sure you are doing a 301 permanent redirect from the old page to the new page.

**Q: So it's as simple as just redirecting all the traffic is it?**

**Aidan Beanland:** That's right. Your web developer should be





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# MWM useful links

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**Make a point of checking them ALL out!**

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- [Special Lawn Care Products](#)
- [Spring Cleaning Supplies and Tips](#)
- [Get Fit and Keep Yourself in Shape](#)
- [Ways You Can Really Loose Weight](#)
- [Ways to Help You Stop Smoking](#)
- [Luxury Beauty and Cosmetics Store](#)
- [Music Players and More](#)
- [Best Computer Hardware Store](#)
- [Ipod Music Sources](#)
- [Jewelry Deal Store](#)
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# WANT TO USE INTERNET MARKETING? READ THIS FIRST!

By: Hope Burton



As is with conventional marketing, there are some pitfalls with internet marketing too. As you hire a firm to plan your internet marketing campaign, here are a few things to keep in mind:

1. As internet marketing involves web design, banner ads, search engine optimisation, pay per click management, blogging, social media marketing and press releases etc, make sure your firm considers all the above aspects & has concrete plans to take for all the above.
2. Again, be sure of your objective, for example you might want to concentrate on effective website design or unleash an ad campaign for new products or services.
3. Ask for regular updates and reports on the internet marketing concern's work. Since all online marketing activities leave a trace, they can be easily monitored and accounted for their effectiveness.
4. Make sure that the web site content is suitable for its target audience.
5. The SEO techniques should focus on content. The website should have relevant information for its target audience rather than having content purely to show up in search engine results.
6. Participate actively in social media. Update regularly and pay attention to comments or reviews on your blog or facebook and twitter feeds.
7. Many online marketing firms tend to include irrelevant links as comments on blog posts or social marketing sites. Some flood their visitors e mail with message. These can be red flagged by web administrators. Shady SEO techniques by your firm might lead to your website being banned from search engine results.

In a nut shell, keep track of what your firm is doing, ask for reports, check on their work regularly, ask them to analyse the data for you and see what works for you and what does not. There are many software tools available to do it for you. Even if you don't want to use them yourself, make sure that your firm uses them and analyses and presents the results to you.

***The SEO techniques should focus on content. The website should have relevant information for its target audience rather than having content purely to show up in search engine results.***

# MWM marketplace

## > Domains, Websites & Products For Sale.



### Domain for sale

#### Contact:

ads@makingwebmoney.com

#### **Makeanoffer**

<A grea tbrand name for an internet marketing

Product or service

**ViralInternetMarketing.com.**

### Your Ad here

#### Contact

ads@makingwebmoney.com

#### **Contact Us**

>Contact us to list your Domain name or website For sale in this section



### Your Ad here

#### Contact

ads@ makingwebmoney.com

#### **Contact Us**

>Contact us to list your Domain name or Website for sale in This section

**MakingWebMoney.com**

### Your Ad here

#### Contact

ads@ makingwebmoney.com

#### **Contact Us**

>Contact us to list your Domain name or Website for sale in This section

**MakingWebMoney.com**



#### Quotable:

“In a few minutes a computer can make a mistake so great that it would have taken many men many months to equal it.”

- Anonymous

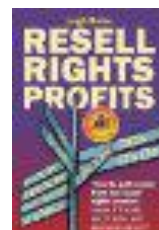


# MWM featured products

## Resell Rights Profits

Have you ever wondered how those other online marketers pump out product after product week in - week out while you struggle to get your first development project off the ground?

The simple answer is they leverage other people's time and resources to create the products for them! That's right, you may have heard of Resell Rights products - also known as PLR (private label rights), white label products and MRR.



## **WPMemberSite.com**

Creating a Wordpress Membership Site just got a whole lot easier with this Wordpress Membership Site plugin!

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## **iPad2**

Any iPad description you read will make note of the new slimmer size for the iPad 2, and it's one of the bigger features that Apple are promoting. The differences are very small, though anything that improves portability is useful for a device like this. If you're used to the old iPad, you'll probably notice the changes.





# MWM contributors

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## Mae Singleton

Mae Singleton is an entrepreneur and she is passionate when it comes to helping other grow their businesses through effective marketing strategies.



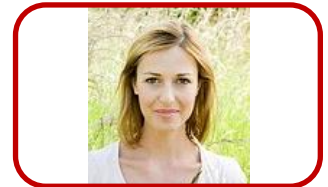
## Henry Washington

Henry Washington is a full-time online marketer. He has helped any business people beat their competitors through efficient techniques.



## Roberta Weber

Roberta Weber is a reliable name when it comes to SEO, social media and content marketing. As an Internet marketer, she strives hard to keep her clients on top of their game.



## Carla Williamson

Carla Williamson has been in the Internet business for 7 years. With her skills and experience, she has helped hundreds of businessmen succeed in their field.



## **Make Your Computer Error-Free and Run Faster In Under 3 Minutes! 4 Free:**

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*Make Your Computer Error-Free and Run Faster In Under 3 Minutes*

Registry cleaners are a necessary tool for all PC users, and finding a [RegCleaner download](#) can get users the [program](#) they need to keep their registry in good shape. [RegCleaner is easy](#) to use, effective, and one of the best registry cleaning programs available.

The registry is a vital component of all Windows PCs, since it is the way that a PC is able to chronicle all of the changes made to it. This includes any changes, reconfigurations, software installations, and software removal. By its very nature, it's integral to how a PC works. Unfortunately, because few users end up never adding or deleting anything from their PC, this means that the registry can eventually become a minefield of outdated information, inaccuracies, and errors. Eventually, PCs will become slower, and more prone to problems like conflicts, freezing, crashing, and other issues.

<http://regeditcleaners.com/>

# GOOGLE WEBMASTER: HOW IT CAN HELP YOU

**By: Marc French**

Google webmaster is a valuable tool to analyse whether your internet marketing techniques are making a dent in the right direction.

To understand how google webmaster works, we need to know how search engines work. A search engine sends out “spider” to crawl the web. The spider visits each page and extracts information regarding the text, links to or from other pages and the location of the webpage. This information is then indexed i.e. specific keywords are assigned to a page and stores in the search engine’s database. When a search query appears, the search engine looks up its database to find which indexed page matches the keyword. Since there are millions of pages matching the search string, it calculates the relevance using its algorithms. The search result is then displayed in the order calculated by the search engines algorithm. Search Engine Optimisation or SEO , an important component of internet marketing revolves around this.

The spider or the crawler can only read text. So if your site has loads of images, video content without much text, the spider will not be able to read it or index it. Your site therefore, will not show up on search queries. To understand how your site appears to the crawler, specifically Google crawler or Googlebot, use Google webmaster. The Google webmaster can help you understand if your SEO efforts are going in the right direction.

Create an account, login and add your site. Google Webmaster will be able to provide you:

- The keywords for which your site has been indexed.
- The ranking of your site for each keyword
- People seeing your site for a specific keyword search
- People further exploring your site
- CTR – Cluck through rate – the percentage of people actually clicking your site in the search results.

This is a free service offered by Google. Use Google webmaster tools and see for yourself how better you can design your website and increase traffic.



***When a search query appears, the search engine looks up its database to find which indexed page matches the keyword. Since there are millions of pages matching the search string, it calculates the relevance using its algorithms.***

# INTERNET MARKETING TOOLS

## FOR YOUR BUSINESS

By: Christina Copeland



*Google Analytics helps you to analyse the traffic to your website. The information is presented in a graphical form so that you can easily view the traffic ups and downs & take action.*

In this article we discuss few tools you can use in your internet marketing efforts :

1. Google reader and Google Alerts : Google Alert is unmatched in reviewing mentions of your brand names by entering keywords. It can also mention of your competitor's name is mentioned. All this is sent to you as emails the frequency of which you can chose. Google reader is used by many to categorise sites on their RSS feeds. It is now discontinued. You may alternatively use Reeder. It is also an RSS integrator and can cache articles and images from your feed so that you can read them without a Wi Fi or a 3G.
2. Google Keywords: Another important tool to plan your search campaign, you need a google AdWords account. Now known as Keyword planner, you can use it to find new keywords and plan your marketing efforts around them.
3. Google Analytics : It helps you to analyse the traffic to your website. The information is presented in a graphical form so that you can easily view the traffic ups and downs & take action.
4. Google Insights : You can use this tool to monitor which keywords are gaining or losing popularity by region or even by time of the year. For example you may want to know what keywords are popular during the holidays.

The above are free Google tools. Apart from these your internet marketing firm should also offer you other or similar tools to track and analyse the efforts of your internet marketing. Many online marketers admit that they cannot convert the data into actionable points. Make sure you don't end up hiring them.



# Paid Inclusions: Are They Effective?

**By: Carla Williamson**

Another way if internet marketing is Paid Inclusion. This is much like Yellow pages where you pay to get your name included in the lists. For example if you sell sports equipment's such as baseball bats, you can pay a search engine so that your website's name is displayed on the top of the search results whenever a person queries " baseball bats." In paid inclusion, the search engine charges a website owner for including its name in its sponsored list. This list may appear in the main results area or in a separately identified advertising area.

Here the competitors bid for keywords and the highest bidder's ad is displayed as the auction plays out automatically. Paid inclusions can be used to test whether your internet marketing efforts are going in the right direction in a couple of days.

Different search engines display paid inclusion in different manner. Google display these under the head ads. Yahoo mixes the paid inclusions with web crawling. Paid inclusions also mean that the spider will crawl your site more often to check for updates. Therefore as a part of internet marketing campaign, you can periodically update your website and be sure that it is making to the search results page. Usually you pay annual fees for subscription but recently pay per click payments have gained popularity.

There are moral issues associated with aid advertising. Google for example does not allow advertisers to pay their way into search results. All such listings are displayed separately. Proponents of paid inclusions on the other hand say that it increase the relevance of search results as by this you can access websites which are difficult to access otherwise.

That said, paid inclusions is still a good way to find out around what keywords you want your content, whether you should bid for a particular keyword & whether the keywords you have selected really work.



***Here the competitors bid for keywords and the highest bidder's ad is displayed as the auction plays out automatically. Paid inclusions can be used to test whether your internet marketing efforts are going in the right direction in a couple of days.***

# MWM back story

## UNIQUELY CHIC: CINDA B'S CINDA BOOMERSHINE



Cinda Boomershine knows fabulous design. After owning her own interior design firm and working for eight years as the On-Air Design Expert for TBS' *Movie and a Makeover*, Boomershine is now the founder and Chief Creative Officer of cinda b. Launched in 2004, cinda b. offers a collection of functional and stylish handbags, totes, travel bags, and accessories in a variety of signature patterns. The best part? Boomershine's products are all made right here in the United States.

The successful entrepreneur recently brought her creativity and friendly personality to Aw Else Boutique's first annual Adornment Soirée. The event, which was held at the Greensburg area boutique, gave customers the chance to meet Boomershine and peruse the retailer's wide selection of women's accessories.

Boomershine was gracious enough to sit down with me during the event to talk fashion, business, and her incredible success.

**WHIRL: How did you get you start in the fashion/design industry?**

CB: I needed a weekend travel bag and I couldn't find one that I liked. I wanted something that was durable and water resistant (that you could chuck in the wash), but I also wanted it to be really chic and functional with a contemporary look. I didn't want it to cost an arm and a leg either. There wasn't anything on the market that fit that description.

I have a background in design and also a Master's in Business, so I kind of put my talents, skills and education together and designed my first bag. I made one sample and decided that I was on to something. I always had other people sew the bag, but beyond that it was started in my guest bedroom with just me, and now we've grown from there.

**WHIRL: How important to you is it that your products are made in the U.S.A.?**

CB: When I started cinda b, it was always important to me that we were creating an American made product, so the fact that we can sew all of our products in America made it a natural fit. It was part and parcel from the very beginning that it be made in America.

It's so important to our economy. What's interesting is that when I started out in 2004, it was like a strike against me that it was made in America. People would ask, "Why are you making it here? It would be so much cheaper to make it overseas." I didn't think it was worth it just to save two bucks; it just didn't make sense to me. When the economy started to change in 2008, people started to realize the importance of buying American made products. When the economy was going south, our business was going up because people were starting to appreciate American made products.

Originally, we manufactured in California, but in 2009 we moved production to an amazing factory in Ft. Wayne, Indiana. There was a factory there that had been making quilted bags for 20 years, and that quilted bag manufacturer took their production overseas. That factory called me and said, "We've got 700 employees and nothing to sew." I said, "Well that's funny because I've got a great product to sew, but my factory can't keep up with the demand." It was just one of those aha! moments. Now everything is manufactured in, warehoused in and shipped from Ft. Wayne.

**WHIRL: Where do you get the inspiration for your designs?**

CB: We design all of our own fabrics. We always start with the colors we want to use in the line. Once we nail down the pattern, we design the quilt fabric to compliment it.

We work closely with trend services, who follow all of the trends and I am always personally scanning the marketplace—reading magazines and websites, and walking trade shows. I'm constantly looking at everything. I travel all of the time too. I'm always looking for inspiration for patterns. It's really interesting how different patterns are inspired by different things. A lot of it is inspired by my travels and what I see.

I'm always talking to the customers, too. We have a design advisory board that gives us feedback about what they like. We try to be really responsive and reactive. When you manufacture in the states, it's so easy to change aspects of the product, which is something that companies who manufacture overseas just can't do nearly as quickly.



***I'm always talking to the customers, too. We have a design advisory board that gives us feedback about what they like. We try to be really responsive and reactive. When you manufacture in the states, it's so easy to change aspects of the product, which is something that companies who manufacture overseas just can't do nearly as quickly.***



## WHIRL: How do you come up with the names for your patterns?

CB: All of the names come about for different reasons, but we try to have them be descriptive. Some click right away and others take a little bit longer. Sometimes we'll actually have a contest in our office! Most of the time however, the name comes out of a brainstorming session. It's always a fun process—we brainstorm a whole list and narrow it down to a few options. The name that comes out is usually not even on the list in the first place!

We had a hard time naming our Amore pattern. Then, we decided to donate a percent of the proceeds to the American Heart Association. I lost my sister-in-law to heart disease and my grandmother battled with it her whole life. As a result, heart health is something that is really important to me. When we found out we were tying that bag to the American Heart Association and their Go Red for Women project, the name Amore (meaning love) was just perfect.

## WHIRL: Can you describe Cinda b. in three words?

CB: Chic. Functional. Fabulous.\*

\*because we're made in America, creating a ton of jobs!

## WHIRL: You served as the On-Air Design Expert for TBS' Movie and a Makeover for eight years. (Very cool, by the way!) Do you think that's impacted your brand?

CB: I started as TBS' on camera design expert before I launched cinda b (the handbag line was just in the works at the time). When it came time to launch, TBS was amazing in that they let me wear my brand on t-shirts and my employees t-shirts, so everyone wore a cinda b logo...it was so helpful in starting a brand from nothing—national television, you can't beat that! I was able to use the money I earned to help fund the cash flow of cinda b. Having that job really enabled me to get cinda b launched.

It was kind of a crazy time. I was full time on TBS when cinda b began so it was hard trying to figure out how to do both of them. The show went on for eight years, so it was a long run. It was so intense, but so fun!

## WHIRL: What are some of your favorite fashion trends right now?

CB: I love gold on anything and everything. Gold is a great trend; it's timeless, it's classic, it's fabulous. I'm so glad to see it in all of the high fashion—it's everywhere! I think the whole casual chic trend is also something that I really embrace. You can wear dark jeans and a fabulous top with great heels to most places. It's that juxtaposition of high fashion and casualness that I really like. Even though it's more of a seasonal trend, I'm also a huge boot fan because great booties or boots in all different colors can really make an outfit!



MWM 45



**Our biggest challenge at this stage is brand awareness because we're still small. The more people who hear about the brand, the more bags we sell and the more jobs we create.**

## WHIRL: As a successful businesswoman, what has been your proudest accomplishment thus far?

CB: The fact that I started this out of my guest bedroom and nine years later we are a team of all these amazing people who are on the cinda b staff, sewing the bags and selling the bags to the stores and consumers. I'm most proud of the group of people who believe in cinda b. I have an amazing team and I couldn't do anything without them.

I'm also proud that we've been able to keep it all made in America. It is SO not easy to manufacture here and remain price-competitive, but we've been able to do that. It's definitely a labor of love. It's definitely something I'm personally committed to, which is why we do it. Those are the two things I'm most proud of.

## WHIRL: What's in store for the future of cinda b?

CB: We're always designing new patterns and styles, and I'm always thinking of new ways we can extend the brand—whether it's different fabrics or different lifestyle products. I really want to see cinda b blossom into a lifestyle brand. Our biggest challenge at this stage is brand awareness because we're still small. The more people who hear about the brand, the more bags we sell and the more jobs we create. When you walk through our factory, you see all these people who are just like you and me who wouldn't have a job if we weren't so committed to this. To me, that's what's most important.



# **MWM more useful links**

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- ✓ <http://www.theimmarketingguy.com/>
- ✓ <http://www.yourfreemembershipsite.com/>
- ✓ <http://www.todaysinternetmarketingforum.com/>
- ✓ <http://makingwebmoney.com/>
- ✓ <http://www.looseapound-aday.com/>
- ✓ <http://www.regeditcleaners.com/>
- ✓ <http://bigbookofhomeremedies1.com>
- ✓ <http://theinternetmarketinghelpblog.com/>
- ✓ <http://tuesdaytipster.com/>
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